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### ABSTRACT

The present invention comprises a method of selling services consisting of authentication, repair and/or custom fitting services for an item sold by a seller to a bidder through an on-line auction. The web page of the auctioneer displays information indicating that the bidder may request that the auctioned item(s) be authenticated, repaired and/or custom fitted in transit from the seller to the bidder (or other services performed on the goods in transit). In an illustrative embodiment of the invention, a button is displayed on the web site of the on-line auction. The button is hyperlinked to the web site of the manufacturer, which enables the manufacturer to collect information necessary to effectuate the in-transit services.

0973856-043001  
FOOEHQ-2958E760